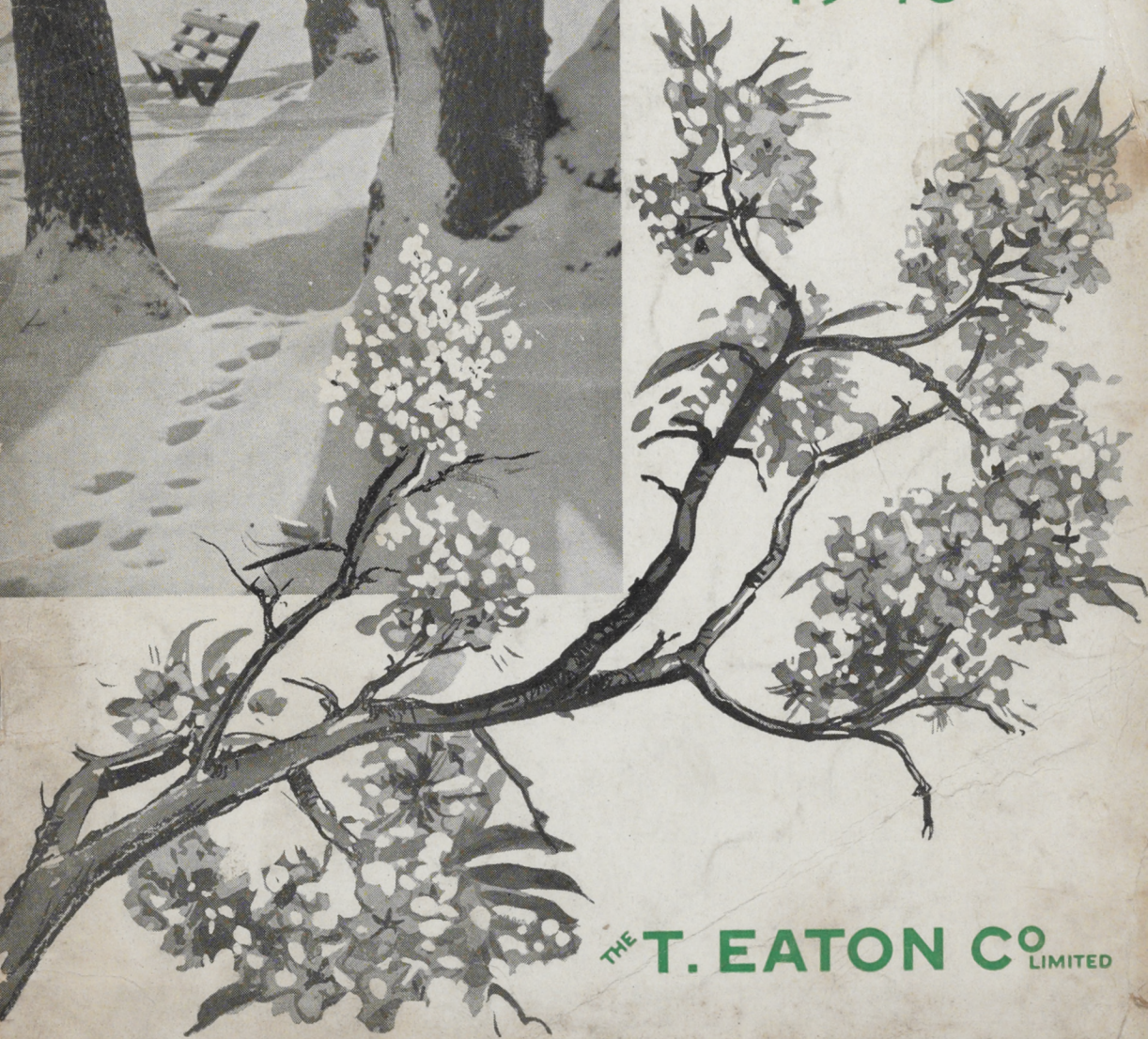


Contacts

SPRING
NUMBER
19 43



THE T. EATON CO LIMITED

YOUR PREMIUMS DO DOUBLE DUTY

On the War Front

Life Insurance Companies are investing a large portion of their net premium income in Victory Loan Bonds. Thus, the dollars you pay as premiums are being applied towards the purchase of the tools of modern warfare—tanks, planes, ships and guns.

On the Home Front

Your premiums are still performing their normal function of protecting your family against Want and Privation in event of your early death.

In addition, they build up a fund to provide for your comfort in old age in case you live to the years of retirement.



It's Easy to Pay—The EATON Way



THE T. EATON LIFE ASSURANCE COMPANY

Seventh Floor - - - Hargrave Street

CONTACTS

Published by **T. EATON CO.** LIMITED of Winnipeg, Manitoba, for
distribution to the Co-workers of the Organization.

Editor: W. E. HURLBURT

Vol. 18

APRIL, 1943

No. 1



FINAL FIGURES



Red Cross Campaign at EATON'S Goes Over the Top With \$28,227.23

Again Eatonians arose to the occasion and backed the Canadian Red Cross campaign in the manner to which they are accustomed! As we go to press, final figures are announced as follows:

The T. Eaton Company.....	\$12,500.00
Mr. H. M. Tucker.....	1,000.00
Employees' Charitable Fund.....	400.00
Staff and Management	14,327.23
	<hr/>
	\$28,227.23

In the 1942 campaign our contribution totalled \$26,434.32—thus once again, by whole-hearted effort, Eatonians have responded to this great call of mercy.

May 24th Will Be a Holiday *And It Comes On a Monday!*

The management have announced that:

“May 24th is to be recognized as a holiday and all places of business operated by the Company will be closed on that day.”

“The 24th of May is the Queen's Birthday . . .
If we don't get a holiday we'll all run away.”

So runs the familiar jingle of our school days . . . but with gas rationing as it is, most of us won't run away very far. However, we'll all look forward to summer's first holiday—two days in Manitoba's matchless sunshine—whether we spend it on golf, tennis, fishing, loafing, or, more profitably still, on that Victory garden!



Recent Appointments

WINNIPEG

Department 204—Silverware, clocks, jewellery, cutlery and leather goods: **Mr. M. Donaldson**, first assistant; **Mr. T. R. Bennett**, signature.

Department 245, Department 45 M.O.—All stoves and plumbing: **Mr. A. S. Comba**, first assistant.

Department 252—Infants' goods, juvenile and girls' clothing: **Miss S. Johnson**, first assistant, infants' and 2-6 years.

Department 288—Basement store—dress goods, staples, gloves and hosiery, millinery, sportswear, skirts, and juvenile lingerie and corsets: **Mr. J. Collett**, first assistant.

CALGARY

Department 534—Beauty shop: **Mr. J. H. Balkwill**, head of department; **Mrs. C. E. O'Riordan**, first assistant.

EDMONTON

Department 507—Hosiery, gloves, neckwear: **Mr. J. R. Staples**, first assistant.

Department 524—Service groceries, Department 559—foodateria: **Mr. J. E. Sangster**, first assistant.

Department 504—Jewellery, silverware, notions, fancy goods: **Miss M. Smith**, first assistant.

Department 521—Chinaware: **Miss D. Mayall**, first assistant.

Department 523—Sporting goods, auto accessories, luggage, toys, wheel goods, hardware; Department 541—farm implements, all stoves and plumbing supplies; Department 576—tires and tubes: **Mr. J. A. Morris**, head of department; **Mr. R. Campbell**, first assistant departments 523 and 576; **Mr. H. B. Wallace**, first assistant department 541.

Department 548—Music, radios, refrigerators, washing machines, vacuum cleaners, electrical goods, air conditioners: **Mr. J. G. Paterson**, head of department; **Mr. E. Sloan**, first assistant.

MOOSE JAW

Department 507—Hosiery, gloves, neckwear: **Miss M. Ward**, head of department.

Advertising and Tickets—**Mr. M. Shepard**, head of department.

One War Savings Certificate will buy 120 rounds of .303 ammunition for a Canadian soldier's rifle. Keep those bullets firing for freedom!

Congratulations to **Mr. R. J. Fry**, head of the city advertising department, who today, April 1st, completed thirty years of service with the Company.

Mr. James H. Hammond Passes at Toronto

As "Contacts" was going to press word was received Tuesday morning, March 30th, of the sudden passing of **Mr. James H. Hammond**, head of the western buying office, Toronto. For some years assistant to **Mr. Harry McQuigg**, **Mr. Hammond** became head of the western buying office at Toronto on the former's retirement, February 12th, 1941.

Mr. Hammond was well known to Winnipeg and western Eatonians, many of whom had the pleasure of meeting him again when he attended the testimonial dinner to **Mr. R. Y. Eaton** and **Mr. J. J. Vaughan** held in Winnipeg late in January. His passing will be a great loss to a legion of friends throughout the Company.

Pilot Officer W. T. Logan, R.C.A.F., who in piping times of peace is in charge of the supply department of our Montreal store. P/O **Logan** is now attached to No. 3 Wireless School, Winnipeg. **Mrs. Logan** recently arrived here from Montreal. Welcome to the West!



A Good Salesman Is Known By His Temper

Most people have an easy explosion point of temper; the good salesman's is very, very hard. The more the provocation, the more he bridle his temper. The extra good salesman wins every bout with a customer's temper, because he knows that a peppery temper flung at a well-poised person rebounds like a boomerang and makes the flinger regret his lapse.

—J. George Frederick

Thanks To the Red Cross

From a German prison camp came this card to **Miss Eva Fierce**, candy department. The gallant sender was taken prisoner in the raid on Dieppe.

Kriegsgefangenenlager

Datum: Jan 24/43

Dear Eva: Just a line to let you know I am still alive and kicking. I hope that you and the folks had a nice Christmas & New Years. I had a fairly good Christmas due to the generosity of the Red Cross. Say hello to Jim and the rest of the folks. Kindest Regards
Dave.

Mr. Nelson South Honoured by Basement Store Associates

Presented With an Illuminated Address and a Token of Remembrance to Mark His Retirement After Nearly Four Decades of EATON Service

On Friday evening, March 12th, Mr. John Dunlop, group supervisor of the basement store, accompanied by the heads of his departments, visited the home of Mr. and Mrs. Nelson South, where a presentation was made to Mr. South to mark not only his association with the basement store as head of department 268, but also his valuable service with the Company of nearly forty years.

This presentation event was arranged entirely on behalf of departments 268, 282 and 288. It supplemented one previously tendered Mr. South on his retirement by the executive, supervisors and managers of Winnipeg store.

The following illuminated address to Mr. South was read by Mr. Dunlop:

"To Mr. Nelson South:

"The announcement of your recent retirement from The T. Eaton Company, with which you have been connected for so long and notable a period, was received with sincere regret by your business associates of all ranks.

"Particularly was this true of the management and staff of the Winnipeg basement store, where you have served with marked distinction and gratifying success for more than ten years.

"We desire to place on record our deep appreciation of your high personal qualities and ability, your understanding and sympathy, and the generous spirit of co-operation and loyalty which characterized your tenure of service in this department, all of which have justly earned you the regard and respect of your fellow workers.

"Indeed, we deem ourselves signally fortunate in having thus been privileged to work with one whose long and valued experience with the Company, embracing nearly forty years in both the city and mail order branches, so eminently qualified you to meet the intricate problems involved in the successful promotion of basement store operations.

"The success which attended your efforts has been a matter of pride to those who shared your confidence and acquaintance through the years, and should prove a source of added satisfaction to you in your period of retirement.

"With the close of an active and crowded business career, marked by constant changes and developments in the expan-



Mr. and Mrs. Nelson South Greet Mr. John Dunlop

sion of the Company, we desire to express the hope that you will have leisure time to renew and cherish old and lasting associations, and that both Mrs. South and yourself may be richly blessed with many long years of happiness and contentment."

The presentation of a magazine table was then made. It was designed to match the easy chair that was presented to Mr. South by the executive, supervisors and managers.

In responding, Mr. South spoke of the happy years he had spent with the basement store and the many friendships made in his long service with the Company.

Those attending were Messrs. John Dunlop, Tom Carson, Art Lowe, Bill Martin, Bob MacDonald and Herb. Green.



"A man driver, of course!"

—Clipped.

Three

Don't Talk!



The Walls Have Ears

To thousands who viewed it, the Exhibition of Original Posters on Sabotalk by leading artists that was recently displayed in the store and is now on tour over Eaton's western network, was an unforgettable message of caution:

Don't Talk About Troop Movements

With many hundreds of Eatonians—our brothers, sweethearts, friends and former associates now in the fighting forces, most of us are acutely conscious of the danger that lies in careless talk. But the enemy is devilish cunning and we can't be too careful.

As we gaze into the faces of these our friends on the four pages of enlistments that follow—let us remember such slogans as: "Don't Ask Him Questions," "Silence or Be Silenced," "Thanks For the Tip Where to Find Your Boy."

Remember—Careless Talk is Sabotalk. The Walls Have Ears!

Four

We Salute You!

An Easter Message To Those Who Have
Left Our Ranks to Join the
Armed Forces

WE WHO worked with you and talked with you when you were here; we who learned something of your hopes and ambitions, your aspirations and ideals; we who know you as one of ourselves; we who are left on the home front send you this message:

We're All Mighty Proud of You!

You, who heard the cry of distress and at your earliest opportunity stepped from our ranks to join those others who are battling the forces of evil.

Whether you went down to the sea in ships, whether you found your element in the skies, or whether you are training for that inevitable day when you will meet the enemy in the shock of battle—we at home are proud of the part you are playing.

You who voluntarily gave up your freedom of civilian life in order that you could train to do that part, infinitesimal as it may seem to you, in the great scheme of things to come;

You who have been separated from your loved ones, separated from your accustomed way of life—to you we say from the depths of our hearts:

We are grateful to you for what you are doing and what you have done!

To Our Girls in the forces who have gone out from sheltered homes, volunteering to do their part in this great scheme, our message is this:

You are missed in the places where you were known, but we believe that wherever you are, your presence will be at once an encouragement and an inspiration to those about you.

* * *

To you, who, having made the supreme sacrifice and so will not return to those who knew and loved you, we would say this:

As the Easter Day approaches with its message of the risen Christ, so it brings a message of hope, a promise of greater things for you in that eternal sphere where your soul, your spirit, or whatever it is in man that is eternal, still lives on!

And so to you who are called on to bear the heat of battle; to ride the silent wastes of the deep, or to fly aloft through the limitless skies, and to you whose sacrifice we will ever remember—

We Salute You!

—Contributed.

Our deepest sympathy is extended to Mr. W. E. Gray, head of the advertising office, Calgary store, whose father, Mr. Alfred Gray, passed away on Sunday, March 28th.

More "Happy Warriors"

Eatonians Now on Active Service, Additional to Lists Previously Published in "Contacts"



J. L. LOCK
(7)



W. B. CABLE
(270)



MARGARET YOST
(122A)



T. D. SMITH
(160)



A. P. CAMERON
(1224)



H. W. MAIN
(49)



WM. WIESNER
(22)



D. M. McCONNELL
(105)



W. J. MELMOTH
(6)



H. TURNEY
(1201)



D. G. LA LONDE
(1224)



G. A. FORDYCE
(223)



N. W. HOLMES
(240)



A. PEARSON
(151)



GEO. TAYLOR
(17)



S. SCOTT
(112)



K. H. VOEGELLI
(Life Assurance)



J. ROSS
(206)



W. BROUGHTON
(243)



G. K. RAY
(130)



F. B. BYRD
(122D)



A. J. JOHNSTON
(49)



W. GOODMAN
(151)



J. C. WATT
(272)



D. C. ROWAN
(214)



EARL E. JOHNSON
(147)



H. H. MOORE
(129)



H. RODGERS
(207)



K. A. ELLIS
(122D)



E. N. WELDON
(166A)



DOROTHY McMILLAN
(117)



S. McCALLUM
(22)



N. MACKIE
(151)



K. COONE
(52)



W. G. MITCHELL
(112)



R. G. SILVER
(122A)

More "Happy Warriors"

Eatonians Now on Active Service, Additional to Lists Previously Published in "Contacts"



H. H. HOGG
(1209)

A. R. CHALMERS
(218)

A. BOOMER
(122D)

H. MALTMAN
(144)

T. G. WEBSTER
(252)

W. E. AIKENS
(220)



W. E. BOWNESS
(6)

L. A. CHAPMAN
(1201)

CLYDE SMITH
(6)

M. KING
(214)

GEO. McDONALD
(151)

C. WHITEHEAD
(140)



S. L. ANDERSON
(217)

E. E. LONG
(205)

CLAREY FERNSTROM
(122D)

C. N. McKEEN
(214)

G. M. ROSS
(151)

J. M. BLACK
(174)



E. J. CARRIE
(243)

L. DOYLE
(6)

W. J. MASKELL
(122D)

E. B. LANE
(1209)

H. H. McINTYRE
(168)

A. L. CURTIS
(166)



S. W. NORTON
(1203)

W. J. HOBDAY
(236)

W. J. HOGG
(139)

GRACE COWIE
(174)

ROSINE CERA
(Toronto)

HELEN FERNSTROM
(229C)



DALMUIR BURRITT
(122A)

MARION BRAUTIGAN
(206)

SHEILAH FLORANCE
(206)

JEAN E. HARROCK
(122A)

IRENE MENU
(242)

ELIZABETH CRAVITS
(236 W.R.)

More "Happy Warriors"

Eatonians Now on Active Service, Additional to Lists Previously Published in "Contacts"



T. B. McFETRIDGE
(Yorkton)



A. S. McJANNET
(Portage la Prairie)



J. E. BOWKER
(Portage la Prairie)



J. HASSARD
(Portage la Prairie)



G. N. HARVIE
(Red Deer)



D. LUYTEN
(Medicine Hat)



W. K. CLARK
(Red Deer)



W. E. MORRISON
(Vancouver)



T. WELLS
(Saskatoon)



W. J. WILSON
(Red Deer)



R. B. TOWNSEND
(Saskatoon)



G. W. LINDSAY
(Red Deer)



R. W. MORTON
(Red Deer)



W. M. ANNABLE
(Red Deer)



H. E. McLELLAN
(Vancouver)



W. A. CUTHBERT
(Kenora)



A. H. STEWART
(Red Deer)



V. M. RODGERS
(Red Deer)



N. H. A. LAWRIE
(Vancouver)



ELEANOR MATHESON
(Red Deer)



E. J. WILLIAMS
(Port Arthur)



W. H. STOREY
(Port Arthur)



D. O. CHISAMORE
(Port Arthur)



W. A. CAMERON
(Port Arthur)



L. F. FAUST
(Port Arthur)



W. G. CROWHURST
(Port Arthur)



R. E. PARKER
(Port Arthur)



H. J. H. GREEN
(Port Arthur)



W. G. TEBBENHAM
(Port Arthur)



R. H. HOOD
(Saskatoon)



R. JOHNSTON
(Saskatoon)



K. E. ROBB
(Saskatoon)



E. W. KARLENZIG
(Saskatoon)



E. W. GORDON
(Port Arthur)



W. R. HEWETSON
(Saskatoon)

More "Happy Warriors"

Eatonians Now on Active Service, Additional to Lists Previously Published in "Contacts"



M. C. FERRIE
(Medicine Hat)

KEN POTTER
(Fort William)

N. O. GRACE
(Port Arthur)

P. MATTY
(Vancouver)

J. D. IRONSIDE
(Trail)

J. L. FLYNN
(Vancouver)



A. H. WALKER
(Vancouver)

H. COXFORD
(Saskatoon)

C. G. KERNAGHAN
(Vancouver)

T. BRENNICK
(Saskatoon)

C. F. APPLEBY
(Saskatoon)

I. MANGHAM
(Saskatoon)



F. PREZNOSKI
(Fort William)

J. ESHPETER
(Prince Albert)

H. LAVENDER
(Fort William)

J. MALTBY
(Saskatoon)

E. E. EDWARDS
(Port Arthur)

T. D. RICKARDS
(Fort William)



G. A. BURNS
(Port Arthur)

EVELYN BARNES
(54)

W. A. HUGHES
(Port Arthur)

G. O. CLARK
(Saskatoon)

A. LEGARE
(Saskatoon)

I. E. PARTRIDGE
(Regina)



T. G. COAKWELL
(Port Arthur)

LOIS M. COOPER
(Vancouver)

P. BENDER
(Regina)

R. H. CHISHOLM
(Regina)

E. E. HALIFAX
(Saskatoon)

T. McVEIGH
(Edmonton)

Soldier's Tribute To Toronto Masquers

Writing Home to His Parents at Vancouver Recently, a Soldier Lad Stationed at Kingston, Ont., Added:

"Last night we had a swell show in the drill hall. It came from Toronto, Ont., and was sponsored by the T. Eaton Company. The singers and dancers were all good and there were also some comical little skits about soldiers." * * *

The boy's father, Mr. J. Smith, Horley Street, Vancouver, thereupon wrote EATON'S, Winnipeg, and enclosed the foregoing part of his son's letter, to which Mr. Smith added this comment: "Our lad, who is at Kingston, Ont., in the Signal Corps, wrote us and told what a grand show you so kindly gave them down there and how they enjoyed it. Enclosed is a cutting of the letter. We feel the least we can do is to write and thank you for the kindness of your Company for providing a little brightness for the lads we love."

"We need no reply. This is just to show how grateful we are."

Many thanks for your kindness in writing us, Mr. Smith! The Masquers Club of our Toronto staff will be delighted to learn that their efforts to entertain the boys were so well enjoyed.

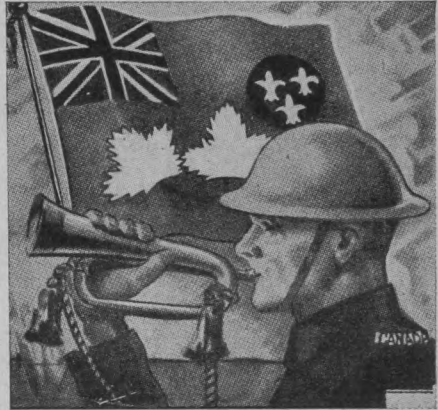
Calling All Comrades of 1914-1918

You Are Invited To Attend

—a display of military training which will be presented by the **Manitoba (R) Battalion Veterans' Guard of Canada**, in the Drill Hall, Fort Osborne Barracks, at 8 p.m., Wednesday, April 7th.

Recognized as one of Canada's most outstanding battalions in the reserve army, the first responsibility of the **Veterans' Guard** is the protection of Winnipeg and Manitoba and all government and civilian property during this period of war.

The battalion's strength is 691 men all ranks, and representing over 280 units of the last war.



Penny-a-Week Club Has Third Anniversary

My, how the child has grown! Founded March 1st, 1940, during the past three years there has been a steadily increasing flow of cigarettes arriving in Great Britain. The lift these cartons of smokes has given our boys, the knowledge that back in Canada there are people who banded themselves together to send them a little comfort by way of Canadian cigarettes and an equally important friendly letter, is a most valuable contribution to the morale of Canadian men serving overseas.

Here Is the Penny-a-Week Club's Report to Date:

It shows what we Eatonians have contributed, floor by floor, in covering every part of our Winnipeg organization. When you read it give a cheer to the untiring efforts of the secretaries who have had all the work to do!

Store—	1940	1941	1942	Total
Miss Allison				
1st Floor.....	\$ 275	\$ 417	\$ 443	\$1,135
Miss Gauthier				
2nd Floor.....	101	190	330	621
Miss LaFrance				
3rd Floor.....	158	226	222	606
Miss Harding				
4th Floor.....	120	225	287	632
Miss Tuttle				
5th Floor.....	150	265	400	815
Mrs. McKeen				
6th Floor.....	125	143	111	379
Miss Adams				
7th Floor.....	174	287	312	773
Mrs. Armstrong				
8th Floor.....	88	159	122	369
Miss Milne				
Basement.....	82	195	339	616
Mrs. Rutherford				
1203 Dept.....	18	76	155	249
Miss Mitchell				
1226 Dept.....	6	44	46	96
Mr. Morrison				
142 Dept.....	72	175	229	476
Mr. Morgan				
132 Dept.....	28	29	34	91
Mr. Osland				
Garage.....	10	7	19	36
Mr. Ramsay				
Gen. Office.....	—	44	30	74
	\$1,407	\$2,482	\$3,079	\$6,968

Mail Order—	1940	1941	1942	Total
Miss Comack and				
Miss Cannon				
1st, 2d, 3d Flrs....	41	\$ 102	\$ 167	\$ 310
Miss Waring				
4th Floor.....	68	171	275	514
Miss Doyle				
5th Floor.....	23	31	53	107
Mrs. Stacey—				
6th Floor.....	36	99	121	256
Miss Knobbs				
7th Floor.....	57	114	125	296
Miss Cameron				
8th Floor.....	314	511	817	1,642
Miss Scott				
9th Floor.....	133	180	197	510
	\$ 672	\$1,208	\$1,755	\$3,635

A word of thanks to the many men overseas who have written letters of grateful acknowledgment for parcels of cigarettes and tobacco. It makes Penny-a-Week-ers happy, particularly the secretaries and other workers, to know that your smokes have arrived safely.

Tale of a Clarinet

Late in August of last year a music-loving lad held prisoner by the Nazis wrote home to his dad asking that, if possible, a clarinet be sent him. The boy's father wrote to **Eaton's** shopping service and at long last our music department located a good second-hand instrument.

After permission was received from Ottawa, the clarinet together with six reeds and some dance orchestrations was shipped to Germany. Here is the happy sequel enclosed in an appreciative letter from the customer which our shopping service received the other day:

Kriegsgefangenenlager
(War Prison Camp) December 30th, 1942

Dear Dad: What could be more fitting end to 1942 than the receiving of a parcel from you? This a.m. the clarinet and six orchestrations arrived. The latter are all new to us and the clarinet, although second-hand, has been all repadded and is in excellent condition. It was well packed and arrived without a scratch on the case. The boys all say, "You sure must have a wizard pop," and I just tell them they don't know the half of it. Thanks a million, Dad.

Love.

—Art.

"Thank You for the Christmas Parcel!"

Grateful Letters From Our Service Men and Women Continue to Arrive—
Wish We Had Space to Print Them All—The Following
Are From Eatonians Overseas

Sgt. Reg. King, Q.O.C.H. of C. (formerly first assistant 219 department)
To the Boys and Girls of 219 Department:

Hello, everybody! Received your Christmas parcel this morning and I want to thank each and every one of you very, very much and assure you it was very greatly appreciated. I only wish it were possible for some of you to be here when these parcels from home are received so that you could really see just how much they are enjoyed. It's quite an event in our hut when it comes to the opening of a parcel. Everyone is just as anxious as you are to see just what's inside.

I am kept pretty busy . . . also in the best of health. . . . Cheerio for now and hoping to be back with you all again in the very near future. * * *

R.Q.M.S. McAmmond, Camerons of Canada (department 162)

"Contacts" Editor, The T. Eaton Co. Ltd.

I would like to thank the management for their Christmas parcel and cigarettes, also the members of the Penny-a-Week Club for their cigarettes. They are all very acceptable and very much appreciated. And I would like to tell you how I appreciate receiving my copy of "Contacts" so regularly. It is very nice to be able to read about all (or nearly all) that goes on at the store while so far away.

Last week a "jerry" plane came over the camp at tree-top height, machine-gunning as he went, but luckily no one was hurt beyond a few bullet holes in the roofs of the buildings.

Thanking you again for remembering the "boys" over here. * * *

L/Cpl. Tudor Davies, 18th Man. Armd. Car Regt., writes to thank us for sending "Contacts."

L/AC D. A. Lane, R.C.A.F.

Thanks for parcel, and good luck to all, including friends in 229 department. * * *

Lieut. E. A. Christie, R.C.A.

You certainly know what to send a chap over here. So through you, sir, I would like to let one and all know how much I appreciate it. As has been said before, the Eaton boys are envied by all the rest.

It is like a little Canada over here and wherever you are you are bound to meet an Eatonian. As a matter of fact, Col. de Pencier is at this unit, and while I have yet to have a chat with him, I believe his picture was in the "Contacts" Victory Loan issue. May I also thank you for sending "Contacts"—it is very good reading to learn what is doing around the store. * * *

Cpl. Enid Melhuish, C.W.A.C.

Dear Friends—Thank a million for the lovely Christmas parcel you sent me which arrived last week. Everything was grand and all the girls had a share in it.

The boys and girls over here are doing a grand job and it's nice to know that your friends at home are helping you out. * * *

Capt. J. W. Baxter, R.C.A.S.C. (27 department)

Dear Ed.—Just a line to let you know that I have just recently received a very useful parcel, the contents of which are very useful to us over here. My very deepest appreciation and thanks to the directors, boys and girls of the Winnipeg store and mail order.

Keep "Contacts" coming our way as we sure appreciate reading the local news.

Ten

Sgt. J. Leslie, 10th Cdn. Army Tank Regt. (F.G.H.) (drivers)

It was a grand parcel: so many useful articles and cigs are always most welcome. Nothing like a good old Canadian smoke when the going is tough.

I would also like to thank you for "Contacts" which I have received regularly since I came over. It's so nice to be able to keep in touch with all the happenings in the store; a good many changes since I left in '39.

The boys in 151 (my old department) have been most kind in sending cigarettes—they have arrived regularly; have never missed a shipment. Would you kindly convey to them my most sincere thanks? . . . Have met quite a number of my old pals from 151 department: R.S.M. Roberts, Sgts. "Shorty" Cumbers, Reg. Dash, Cpls. Stevens, Bremner, Harbour and Tudor Davies. Believe me, it is just grand to meet the old gang again. One of these days we plan to have a regular reunion; I can assure you it will be quite an affair. * * *

Sgt. R. H. Taylor, C.A.C.R.U. (elevators)

I received the lovely Christmas parcel, also the 300 cigs you sent to me; the parcel was full of everything a fellow needs over here and the cigs were a godsend. I also received the copy of "Contacts" Victory Loan issue and think it is swell—it sure does one good to see the faces of so many friends after such a long time. Things over here are very quiet at present—the air raids are few and far between. However, we are living in hope of getting on with the job we came over to do and getting back to good old Winnipeg once again. * * *

An air letter to "Contacts" from Cpl. Frank Lamont, R.C.A.F. Overseas (general office), who has spent his third Christmas away from home:

"Do Eaton's send a parcel like that to all their employees on active service?" was the question asked by one of the wireless operators on duty with me when I opened the splendid parcel received this morning. With a feeling of pride I replied, "Yes, and that is not all they do!" When I told him of some of the things the T. Eaton Co. did and the generous contributions made by Eaton employees to the Red Cross and Victory Loans, and of their kindness to me since I came overseas with the R.C.A.F., he simply gasped. "Why," he said, "they are as good to you as your own family; indeed, they look upon their employees as members of a large family!"

I liked that remark about "the family," and in my friend's remarks we find the reason why that personal feeling exists between employer and employee. * * *

S/Sgt. F. M. Cameron, R.C.A.M.C., No. 5 Can. Gen. Hospital, and a member of the Eaton printing plant, says in part:

"These parcels help keep home very fresh in our minds and sort of soften the longing we sometimes get for the people and things back home. Three years is a goodish stretch to be away from it, but all are now convinced that the 'end of the beginning' is now past, and before long we shall be preparing for the 'battle of peace,' which will be much more pleasant.

"I've enjoyed good health, been lucky in a 'cushy' job, good food and quarters, which in this tough new army is really something worth while for those just not quite as youthful as their minds. Greetings and regards to all."

Sgt. G. Scott, 16th C.B.C.C. Overseas, writing to Miss M. Adams to thank the Penny-a-Week Club for cigarettes, gives a sparkling account of his experiences in England. His long letter covering everything from English weather to the latest shows, is one of the newest and most humorous we've ever been privileged to read. The garrulous sergeant is a brother of Jim Scott, 172 department. There are four Scott brothers in the active army. Here is a bit of Sergt. George's letter:

"... There are years of travel-research to be done over here, and for my part I have done very well. Let's see: I've had a bath at Bath; sat on a bristle in Bristol; plumed a prune in Plymouth; swung the lead in Leeds; loaned a loan in London; carried coals to Newcastle (there was a ton of it on my neck from the train ride); wine the Women of Windsor; sought the sea at Southend; eaten my 'Marge' (margarine) at Margate; raised the devil in Devon; pulled the bells (church) at Belfast, and lifted a glass at Glasgow!

"Some of you may think that I've done nothing else but travel—well, you ain't kidding. But why should I go on? Send me one honest-to-goodness chunk of Assiniboine mud and you can name your own hunk of this country in return." (Homesick, sarge?)

"Now, in my last letter I suggested that some of you may like to have me look up some of your friends or relatives over here with whom you've lost contact. But nary a letter did I receive. Come on now, girls, play the game, dash it 'awl' what, what! Wouldn't you like to hear from a 'great big lonesome sergeant' (ape to the troops) who's far from home?"

* * *

"Thank you" letters from overseas have also been received from the following:

Sgt. R. A. Dash, 18th Man. Arm. Car Regt.
Pte. G. S. Bowering, 1st Can. Base Ordnance Workshop.

Sgt. G. T. Wilson, 18th Man. Arm. Car Regt.
Cpl. F. Wolverton, R.C.A.F., 414 Squadron.

AW1 L. L. Perkins, R.C.A.F.

C.S.M. J. Paisley, R.W.R.

Pte. C. H. FitzGibbon, Q.O.C.H.

L.A.C. Bob Herriot, R.C.A.F.

L.A.C. Charles Murray, R.C.A.F.

Cpl. W. Wilkinson, 18th Man. Arm. Car Regt.
L/Cpl. W. G. Wray, 4th Canadian Arm. Div., R.C.A.S.C.

L/Cpl. D. E. Millar, 4th Canadian Arm'd Div. Signals.

Cpl. A. E. Truesdale, 1st Can. Scottish.

L.A.C. Vic Fotheringham, R.C.A.F.

Sgt. T. Giles, Provost Corps.

Dave Leckie, 44th Bty., R.C.A.

L/Bdr. Dan Tomes, R.C.A.

Sigmn. Arthur Jones.

Cpl. E. G. H. Napper, Hq. Sqdn., 4th C.A.D.

C.Q.M.S. Don Bird, Q.O.C.H.

"Thank You" Letters From Canada

P.O. W. F. Hughes, R.A.F., Pennfield Ridge, N.B., says:

"Kindly send 'Contacts' to my new address, and thank the employees for the grand Christmas parcel—my third."

* * *

Major Reg. Hinch, Winnipeg Grenadiers (head of department 1247), writes from Prince Rupert, B.C.:

"Will you kindly thank those responsible for the nice parcel I received from the Company last week? I have been moving about quite a lot recently, which explains why it only caught up with me now. Everything was in perfect condition and you can be sure will be put to good use. Many thanks and regards to all."

Lieut. S. J. Ashbridge, R.C.C.S., Kingston, Ont., writes:

"This has been my third Christmas away from the store—one I spent in Nova Scotia, another in England, a third in Kingston. In every location a grand parcel arrived from the store."

* * *

Pte. L. Ringrose, 37th Vets. Guard, Bella Bella, B.C., writes a long and interesting letter from the wilds of British Columbia and tells of the chance meeting of four Eatonians (including Alf Saunders, 224 department) in a machine gun nest deep in the forest some 2,000 miles from Winnipeg. . . . of a meeting with F.O. Ernie Martin (1229) and Sid Cotton half way up a high mountain . . . of 185 inches of rain per year . . . of being hungry for news from home—so get busy, Eatonians!

* * *

Petty Officer John Ferguson, H.M.C.S. Skeena, Halifax (Calgary store):

"A parcel such as received does much more than fill a little craving for a chocolate bar or two, it makes a fellow want to get out and give all he has to help bring victory that much closer so we may all enjoy the little pleasures of life once more—and victory surely will be ours with the kind thoughts and efforts being put forward by everyone in our stores. Also appreciate your sending me the 'Contacts' every month."

* * *

P.O. D. R. Scott, R.C.N.V.R., Halifax (electricals), writes to thank us for sending "Contacts." Doug. enclosed a copy of our Halifax store's fifteenth birthday ad. Thank you, Petty Officer Scott.

* * *

Marion Brantigan, R.C.A.F. (W.D.), Calgary, Alta. (drugs):

"Thanks a million . . . Unable to be home for Christmas. The parcel helped to make it more like home."

* * *

L.A.W. Margaret Richardson, R.C.A.F. (W.D.) (101 department), writes from command headquarters to tell us she enjoys every issue of "Contacts." (Thanks for "them kind words," Margaret.—Ed.)

* * *

Ted Wilson, R.C.A.F., Clareholm, Alta., also asks to be remembered to the boys and girls of departments 146 and 147.

* * *

L.A.W. Nessie Wilson, R.C.A.F. (W.D.), Montreal, adds:

"When I discovered among the many good things a pair of stockings the right size and the right color, I wished that Christmas would come more often."

* * *

"Thank you" letters have also been received from the following:

A.W.1 Violet McCorkell, R.C.A.F. (W.D.), St. Thomas, Ont.

Lead. Wren Sheila Flance, W.R.E.N.S., Training Est., Galt, Ont. (206).

D. Bernice Brown, Yorkton, Sask.

Lieut. J. V. Spiers, Currie Barracks, Calgary.
Cpl. Margaret Cole, R.C.A.F. (W.D.), Brantford, Ont.

A.C.1 Godfrey Ross, R.C.A.F., Macdonald, Man.

Sgt. D. M. Picken, C. & A.A.A. Te., Debert, Nova Scotia.

Cpl. G. A. Burns, Woodcock, B.C. (Port Arthur store).

Tel. J. Ross, H.M.C.S. Esquimaux, Halifax.

Pte. Beatrice Ansley, C.W.A.C., Ottawa.

Sgt. Pilot Don Chisamore, R.C.A.F., No. 5 A.O.S., Winnipeg.

Cpl. Phil Odell, R.A.F. Station, Clinton, Ont.

L.A.C. G. G. Presly, R.C.A.F., Dauphin, Man.

L.A.W. Roberta MacLean, R.C.A.F. (W.D.), Vancouver, B.C.

John MacKenzie, Victoria, B.C.

(Continued on Page Twelve)

Letters From Home Are the Best Morale Boosters For Our Fighting Forces! WRITE THEM TONIGHT!

Standing watch somewhere out on the dark, storm-tossed Atlantic or Pacific there's a sailor lad who is thinking about home back on the prairie—wishing some of the boys and girls at Eaton's, where he used to work, would write and tell him all that's going on. And that goes for many a soldier and airman in Great Britain, too, or distant parts of Canada.

"WHAT GOES ON?" These boys want to hear about yourself—your mutual friends . . . the big store . . . all that goes on in the home town—in the homeland they love and serve so well! Write them tonight!

"Thank You" Letters From Canada

(Continued from Page Eleven)

L.A.W. Margaret Martin, R.C.A.F. (W.D.), St. Thomas, Ont.
L.A.C. A. M. Kane, R.C.A.F., St. Johns, Que.
Robert H. Hood, R.C.A.F., Saskatoon, Sask.
Cpl. H. E. Andrew, R.C.A.F., Dartmouth, N.S.
Doris Bradley, C.W.A.C., Winnipeg (groceries department).
Maureen Still, R.C.A.F. (W.D.), Paulson, Man. (parcellers).
J. Stevenson, H.M.C.S. Naden, Esquimaux, British Columbia.
Sgt. W. A. Milne, R.A.F., Greenwood, N.S.
Mrs. Ruth Pollard (on behalf of her husband), Decane Blvd., Montreal, Que.
Douglas Humphrey, H.M.C.S. Charny, Halifax, N.S.
Chief Stoker J. R. Bonnalo, R.C.N.V.R., Halifax, N.S.
L.A.W. Sayde Dewick, R.C.A.F. (W.D.), Paulson, Man. (167 department).
Lieut. J. P. Anderson, Vets. Guard of Canada (Active), Angler, Ont.
L.A.W. A. Starr, R.C.A.F. (W.D.), Rockcliffe, Ont.
L.A.W. Winnifred Watson, R.C.A.F. (W.D.), Rockcliffe, Ont.
Norah Michels, C.D.T.C., Shilo, Man.
A.C.2 H. R. Wood, R.C.A.F., Toronto, Ont. (m.o. packing).
Cpl. R. H. Williams, R.C.A.F., Kamloops, B.C.
Q.M.S. J. Sinclair, Suffield, Alta.
Julia Simpson, Records Office, Ottawa, Ont. (167 department).
Sgt. Pilot Neil E. Roberts, R.C.A.F., Dafoe, Sask.
L.A.C. J. T. Lyons, R.C.A.F., Brandon, Man.
A.C. J. A. Hughes, R.C.A.F., Toronto.
Dorothy Howey, R.C.A.F. (W.D.), Brandon, Man. (wages office).
Alex. J. Morrison, R.C.A.F., Belleville, Ont.
L.A.W. B. Madeline Moffat, R.C.A.F. (W.D.), Ottawa, Ont. (Moose Jaw store).
Sgm. Jas. Mathieson, R.C.C.S., Vimy Barracks, Kingston, Ont. (1203 department).
Pte. J. Meara, R.C.A.M.C., Nanaimo, B.C.
Sgt. W. R. Ford, R.C.A.F., Edmonton, Alta. (photo workroom). Congratulations on the third stripe, Sarge!
Sgt. Elizabeth Cravits, R.C.A.F. (W.D.), Victoria, B.C.
Ldg. Tel. Les Jones, H.M.C.S. Bytown, Ottawa, Ont.
Pte. Dorothy Crowe, C.W.A.C., Calgary, Alta.
Sgt. A. P. Cameron, No. 10 Dist. Depot, Fort Osborne Barracks, Winnipeg.
S. T. Johnson, H.M.C.S. Quesnel, Halifax, N.S.
F. Stratford, No. 2 Manning Depot, Brandon, Man.

L.A.C. Jimmie Allen, R.C.A.F., Victoria, B.C. (women's shoes).
Rod. L. Gover, R.C.N.V.R., Victoria, B.C. (Calgary store).
P.O. J. A. Waddell, R.C.N.V.R., Halifax, N.S.
Mrs. McDermid, East St. Vital, Man., on behalf of her son, Pte. H. M. McDermid, R.C.A.F. Overseas.
L.A.C. M. McLean, R.C.A.F., Brandon, Man.
Pte. Alf. Saunders, Vets. Guard, Bella Bella, British Columbia.
Bill Marcus, H.M.C.S., Nipigon, Halifax, N.S. (17 department).
Horace Swonnell, R.C.N.V.R., who says he spent Christmas at sea.
L.A.C. W. G. Booth, R.C.A.F., Montreal.
Pte. W. E. Chester, R.C.A.S.C., Red Deer, Alta.
L.S.A. W. B. Simpson, H.M.C.S. Chatham, Prince Rupert, B.C.
Pte. Margaret Bird, C.W.A.C., Fort Osborne Barracks, Winnipeg.

* * *

Cheerful Letters Will Keep Them Happy!



Feeling blue?
You're probably thinking about yourself.
Feeling sore?
You're probably thinking about some other guy.
Feeling bored?
You're probably not thinking at all.
Feeling for others?
That's when you'll begin to think what YOU can do to win this war.
—"Home Truths for Home Defense"

"Luck of the Navy," or Party for "Pat"



When Mr. Jack Paterson, their tall, dark and genial head of department, up and joined the forces, the gloves and hosiery department gals decided to give the popular Mr. Paterson a "send-off." And to make it a real bang-up affair they extended invitations to some fifty boys of the navy.

Held at Picardy's Salon on Monday evening, March 22nd, as you can tell from the pictures, there was never a dull moment! From the time they hit the deck till they pushed off for the "ship," the boys in navy blue kept the girls whirling in a dizzy round of congas, rhumbas and "do-you-know-this-one?" As for Mr. Paterson—well, you can tell he had a grand evening. Pat is seen in the front row of the group picture. However, fair's fair—the young lady sitting on his knee is Mrs. Paterson.

* * * * *

This gay evening supplemented a presentation to Mr. Paterson of a money belt ("lined," by the way) and an army shirt—gifts of remembrance from his associates.

Take a Bow, Messrs. Potter and White!

The T. Eaton Co., Limited.

Dear Sirs—I should like to express my appreciation and gratitude for the prompt and courteous service I received from Mr. Potter and Mr. White.

I have had an inlaid linoleum put in my kitchen and bathroom, and I am very

pleased to say that both jobs are well done and to my satisfaction.

It is the service and kind attention from men like these that make it a pleasure to shop at Eaton's.

Thanking you again, I remain,

Yours very truly, G. Clarke.

About Saskatoon Eatonians in The Services

—Far and Wide, They're Posted To Duty in Various Strategic and Combat Zones

(From Our Saskatoon Correspondent)

Pte. Fred Appleby, attached to Postal Corps, Ottawa. Recently Fred was the father of twin girls. This may account for the approaching increase in postage rates. Congratulations, Fred, and please convey them to Mrs. Appleby.

L.A.C. Lindsay Holt, Radio-technician. Quiet, retiring and efficient, Lindsay ("Buck" to his friends) left early in the year for service overseas.

L/Cpl. Victor Moore, Prince Albert Volunteers, a hearty six-footer who'll give a good account of himself in any tangle with "supermen." We had a visit from Vic not long ago, now he's overseas. Good luck, Vic!

Tpr. Harold Coxford, Reconnaissance Unit. "Hap" always liked his comfort. Now has room with bath, radio and machine gun in a 1943 model tank. "Hap," on embarkation leave, recently shook our hand as we wished him good luck. Now arrived overseas.

Pte. Irwin Mangham, R.C.O.C. Originally from England, Irwin will feel quite at home on the old sod. Irwin possesses a good tenor voice, upon which, no doubt, many demands are made when the boys get together.

Sgt. Don Newcombe, R.C.A.F. Don's ability as a gunner is now confirmed in his recent posting to Algeria. We know what'll happen to Rommel if ever he ventures within range of Don.

Sgt. Les Girling, R.C.A.F., of our wallpaper, paint and drapery department, has changed from an interior to an exterior decorator. He decorates the Reich with block-busters. "It's an art," says Les. We're sure it must be, and probably an art-breaker for the Nazis.

L/Cpl. Bill Reilley, R.C.E. "Never cross your bridges before you come to them," says Bill, in his bluff Irish way. Bill likes bridges, knows how to destroy them as well as build and repair. Wants to build one over the Channel and says his O.C.'s considering it.

O.S. Roger Weston, R.C.N.V.R., has been patrolling the waters far and wide on a Canadian destroyer and, we're certain, giving a good account of himself as a sailor.

Sgt.-Pilot Russell Hewetson, R.C.A.F., recently arrived overseas and detailed for important work in the big job. Composed, quiet and efficient, we know Russ' nature will serve him well in any engagement he may undertake.

A.C.2 Kenneth Robb, from the draperies department, it seems only natural that he would be an airframe mechanic. A good one, too, we're confident. Arrived overseas recently.

Sgt. Frank Chilton, R.C.O.C. Skillful with a linoleum knife, Frank has laid many an attractive floor in Saskatoon buildings and homes. Equally meticulous in his military work, he has trained a good many soldiers of the Reserve Army prior to his arrival overseas with the Ordnance Corps.

L.A.C. G. R. Bompas. Wherever "Mate" Bompas is, there you will find good spirits, fun and an abundance of lip. "Mate" has a peculiar way of mixing sass and goodwill into a palatable potion. As a radio-technician he is also good at his work, which took him all the way to Fort Worth, Texas.

Sgt. J. F. Gerecke, R.C.E. "Gentleman Jack" has been overseas for a good while now, during which he has reported some interesting experiences. As a member of the Engineers, Jack has been posted to many duties, and as he is a creditable linguist, he is often assigned to duties of interpretation.

P.O. Arthur Cuthbert, R.C.N.V.R. Home recently on leave, Art sported the uniform of Petty Officer. Congratulations on your promotion, Art, and keep up the good work at sea.



P/O Keith Laing, R.C.A.F. A diligent air student, Keith, at 19, is commissioned and is now slated to pester Hitler. We know you'll do a good job, Keith, but you'll have lots of help in your popular assignment.

F/O George R. Green, R.C.A.F. George is well known to a great many Eatonians, both East and West. Started his career in Winnipeg store, and in addition to his commission, he also has his membership in the Eaton Quarter-Century Club. Overseas, we're certain George will give a warm welcome to the many Eatonians constantly arriving there.



"Glammer" Gal!

Page Hollywood! . . . In this corner we take pleasure in presenting **Diana Patricia**, 14 weeks old, daughter of Mr. Les. Croft, city merchandise office. Mother was Miss Muriel Scanlan, a former Eatonian.

Eavesdropping on Edmonton

Mr. F. Scott Brewster Sends Us the Low-Down on Edmonton's Goings On

Enlisted—The following have recently joined the Air Force: Mr. Allan MacLean, assistant in 504; Mr. Val Elniski, assistant in 559; Mr. Harold Simpson, head of 523; Mr. Les Bradshaw, head of 548; Mr. John Morrison, assistant in 507. Mr. Basil Chaplin, 548, has recently joined the Army.

Promoted—Mr. Earl Dutton, assistant office manager, was recently promoted to Lieutenant in the Canadian Army.

Mrs. Burgess, 519, promoted to 1st Lieutenant in the C.W.A.C.

Mr. Fred Ellis, mail order, promoted to 1st Lieutenant.

It's a Girl! To Mr. Val Elniski, assistant 559, and Mrs. Val Elniski, a daughter, Sharon Dawne, February 15th. . . . To Mr. and Mrs. Anthony Lambert, 548, a daughter, Arlou Elizabeth, February 16th.

They're Married

Mr. Jack Pickford, acting head of 507 (now on active service), married Gertrude Allen, formerly of 523 office staff.

Miss Thelma Major (559) married to Mr. Bill Brown, of MacDonald's Consolidated.



Entertaining the Forces—The girls of 559 entertained boys from the R.C.A.F. on a sleigh ride recently. The party, numbering forty-eight, returned to Miss Bradford's for refreshments and dancing.

Saskatoon Eatonian Wins D.F.M.

Flt. Sgt. R. William Wright, 23 years old, member of Eaton's Saskatoon store, who has been awarded the Distinguished Flying Medal in recognition of his services as

a bombardier with the R.C.A.F. in England. His citation read: "Flight Sergeant Wright has participated in many bombing raids, including daylight attacks on Le Creusot and Milan. During the latter sortie the target was attacked from a height of



2,000 feet. As a bomb aimer Flight Sergeant Wright has done his utmost to locate and bomb the correct objective with precision. He possesses a fund of quiet confidence and determination which has been

Moose Jaw Message

News of Moose Jaw Eatonians by Mildred Ward

He's a Major Now! Mr. E. B. Cawsey, formerly manager of department 506, has been recently promoted to rank of Major, second in command of a regiment overseas. Congratulations from staff in Moose Jaw!

Commissioned! Mr. N. R. Flood, former manager of department 548, was recently promoted to rank of 2nd Lieutenant at Long Branch, Ontario. Good luck, "Bert," keep up the good work!

100% For Red Cross! During the recent Red Cross drive the 126 employees of the Moose Jaw store subscribed 100%.

Bowling—Eaton's Moose Jaw eight-team bowling league is in full swing. Single game high score: Ladies', 292, Ann Myronuk, department 506. Men's, 305, A. J. Park, department 513. Three-game high score: Ladies', 738, R. Devine, department 559. Men's, 713, A. Hammond, general office manager. Everyone enjoys the fun and we'll soon be able to announce "the winner."

Blessed Events—Jack Sissons, of department 513, proud daddy of William Dale, born March 9th, 1943. . . . J. "Buss" Dillon, receiving department, another proud daddy. The little stranger's name, Lois Ann, born March 11th, 1943. . . . Mr. N. R. Batting, former manager of the women's ready-to-wear, who joined the Air Force in June, 1942, now stationed in Saskatoon, writes telling of the arrival of Norman Brent, born March 7th, in Saskatoon. Congratulations, Norm and Eileen.

a valuable asset not only to his own crew but to the squadron in general."

Flight Sergeant Wright, who is flying with Britain's huge Lancaster bombers, has written vivid descriptions to his parents of the scenic beauty of the Alps as he has seen them by day and by moonlight while his bomber winged its way toward his targets in Italy. He considers his trip to the factories of Le Creusot, near Paris, one of the most interesting raids in which he has participated.

He was employed by The T. Eaton Company, Saskatoon, prior to his enlistment in the R.C.A.F. in November, 1940. He went overseas in 1941, arriving in England on Christmas Day.

Two More for the W.A.A.F.'s

Winnipeg foodateria lost two of its most popular girls when Misses Nina Ellis and Eva Cave offered their services to the Women's Air Force. The girls were presented with leather writing cases and identification bracelets as farewell gifts from their department.

They left Wednesday, March 17th, for Rockcliffe, Ont., for their basic training. Good luck, girls!



Display of EATON Seeds—Than Which There Is None Finer!

What Canada needs right now is the spirit that says, "Come spring, I'm going to roll up my sleeves and go to work in the garden . . . and I'm going to stick it out!" Our government says everyone must have plenty of fruits and vegetables every single day. You must feed your family well to keep Canada strong!

So let's plant a Victory Garden. Use every bit of surplus ground. Grow fresh vegetables to supplement the canned foods we buy.

Not Rationed

Vegetables from your own backyard are not subject to rationing. There is no limit to the amount of canning or preserving you may do with home-grown fruits and vegetables.

It's the Patriotic Thing To Do!

Gardening today is more than just a healthful, pleasurable hobby—it is a national necessity. Every home owner who has a fertile piece of ground in an open, sunny position should join the army of Victory gardeners and assure for himself and his family a larger supply of health-giving vegetables.

Remember—Seeds Are Scarce!

Don't waste them. Buy only your minimum requirements. Seed beds should be well prepared and all the best cultural methods strictly followed so that every viable seed may have a fair chance to grow and reach maximum development.

Vegetables as Sources of Minerals and Vitamins

Vegetables are important foods because of the minerals and vitamins they contain. Their greatest contribution is probably in Vitamin A and Vitamin C (ascorbic acid), but as a group they also furnish some Vitamin B1 (thiamin), Vitamin G (riboflavin), calcium and iron.

Here are some of the commonest and easiest to grow, yet among the most val-

uable in mineral and vitamin content: lima beans, snap beans, beet greens, cabbage, carrots, chard, kale, lettuce, parsnips, spinach, hubbard squash, tomatoes, turnips.

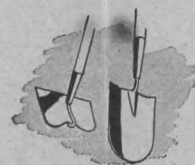
Conserve Supplies—Follow Through!

It is wasteful to attempt gardening in cramped, poorly drained, poorly lighted spots in the heart of a city, or within the branch or root spread of large trees. In such locations some of the more common annual flowers might give greater satisfaction for the efforts expended.

No profit will accrue to the nation or to the individual if prospective gardeners undertake the impracticable. It is wasteful and unwise to devote energy, seeds, fertilizer and tools to gardening under conditions where success is very doubtful. With the world at war, seeds and fertilizer should be carefully conserved. There will probably be enough if they are used with care, but there will be none to waste.

Stay With It!

Perhaps the worst waste among gardeners has resulted from neglect and abandonment of gardens planted in a flush of enthusiasm but without adequate means or will to carry each crop through to harvest. The nation cannot afford such waste of labour and materials when it is at war. Every crop planted should be properly sown at the right time, tended to harvest, then harvested at the proper stage of development, and utilized without waste. Unless the product is actually consumed by those who need it, there is no point in spending seeds, fertilizer and energy in growing it.



Here's a Handy Chart Prepared by Gardening Experts, Showing You How Best to Plot Your Property





1. Meet **Wayne Holt**, year-old pride and joy of Mr. Holt Boyd, children's shoes.
2. **Timothy Craig**, son of Mr. Gilbert M. Eaton, executive offices, and great-grandson of the founder. "I'm growing up," says "Timmy," who is now 2½ years old.
3. Just a coupla cut-ups! **Valerie** (left) with her cousin, **Judy Bannatyne**. Valerie is the 20-months-old daughter of Mr. Eric Dolan, first assistant, boys' furnishings. Judy is a month younger.
4. **Ellen Maurine** is approaching her sixth summer and no wonder her daddy (Mr. D. J. Williams, adjusting bureau) is head over heels in love with her—who wouldn't be?
5. Wee **Catherine**, whose daddy, Pete Heiland, is with the printing plant. Pete was a famed softball pitcher of the Printers and Ironmen clubs who won many championships. Mother was Anne Davidson, formerly of the printing plant, too, and a baseball and basketball star in the Eaton leagues.

6. And here we have "granddad's boy," **David Allan**, 4 months, granddad being Mr. Bob Hutton, first assistant, sales audit. David's daddy is Mr. R. Sword, formerly budget plan office, now with R.C.O.C.
7. Ice cream and Molly. Molly is the niece of Mr. P. F. Morgan, picture framing (w.r.).
8. Signs of spring show **Roger Lynn** in an investigating mood. Roger is five years old and a happy handful. His dad is Mr. L. V. Salton.

Meet **Miss Steele**—March 14th will be remembered by most of us as the week-end of the big blizzard when we had to dig ourselves out and then walk half way to work . . . but to Mr. Harold Steele, head of the expense office, and Mrs. Steele, March 14th brought the great joy of a daughter—Gail Frances. Congratulations!

And **Master Oliver**—Congratulations also to Mr. Bob Oliver, first assistant, yard goods, and Mrs. Oliver, who on March 16th were blest with a son.

"The Flowers That Bloom in the Spring, Tra-la"

Have EVERYTHING To Do with the Case!

(With apologies to Gilbert and Sullivan)



Yes, the flowers you see "blooming" in this picture have everything to do with the case—or cases. In fact, they were specially "grown" to deck cases and fixtures around the store with bright splashes of spring color.

Prior to Adolf the Nasty, these decorative blooms were imported. Now, thanks to the ingenuity of our display men, they are produced in the merchandise display workroom to our own requirements. Months before seasonal activities begin around the store, the decorative theme is discussed, plans and experiments made. And so from the display's "garden" comes another floral achievement!

When "Contacts" asked the girls to pose for the camera, they put their hearts into it. Miss Mildred Hamilton, standing at extreme left, in flowered smock, is head "gardener," while her assistant is Miss Oberdan, second from right. Together with their auxiliary staff, they do a "swell" job.

—Photograph by Mr. E. P. Rayment (1208).

Lethbridge Letter

Our Lethbridge Correspondent, Miss Georgina Drawley, Writes:

Our newest romance is the wedding of L.A.C. and Mrs. Hector Negrello, which took place recently in Lethbridge. The bride was formerly Miss Dorothy Barby, cashier in the general office of the Lethbridge store. Her husband is well known in Alberta sport circles for his ability as a hockey player.

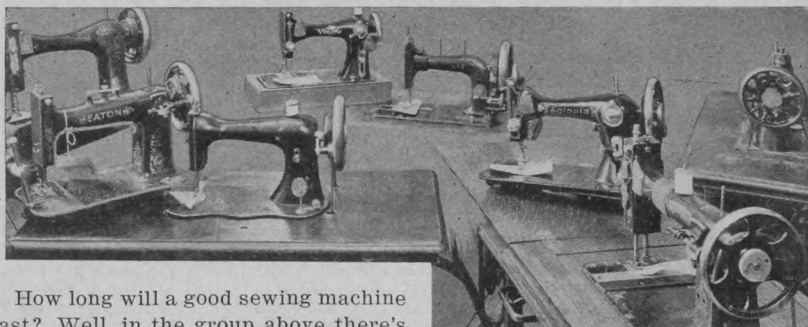
* * *

The Lethbridge store can also boast the enlistment of three more girl members of the staff. Miss Amy McMillan and Miss Margaret Buchan, of L506, recently joined the Women's Division of the R.C.A.F., and Miss Eileen Collins, stenographer in the general office and formerly of the advertising, has joined the W.R.E.N.S. Roy Legge, timekeeper, left recently to enlist in the active army.

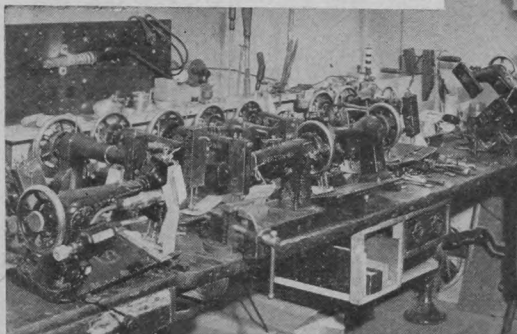




Yes, sister Susie's sewing for soldiers again—sewing for surgeons and for hospitals—sewing for little victims of the blitz . . . with now and then a spot of sewing for herself.



How long will a good sewing machine last? Well, in the group above there's one spry old lady of 68 summers! Another is 65, another 53 years old. All have been reconditioned and are ready for many more years of service. With no new sewing machines being made it pays to keep old ones cleaned and oiled.



And while sister Susies are sewing for victory—sewing, too, for home morale “dressing up,” or sewing golden dreams into their trousseaux—Eaton's repair service is keeping those precious sewing machines running as smooth as silk!

In the lower picture Ted Ellis (left) is tuning up an Eaton model 27 years old.

“It's still a dandy machine,” says Ted, “and when we're finished it will be ready for many more years of good service.” At right is Ted's assistant, Bob Flegg.

To Conserve Precious Home Equipment is to Save For Victory!

Ronnie Knowles a Daddy! On Monday, March 29th, born to Mr. Ronnie Knowles (154A) and Mrs. Knowles, a son.

A SMILE

“Nothing on earth can smile but man. Gems may flash reflected light, but what is a diamond compared to an eye-flash? Flowers cannot smile; this is a charm that even they cannot claim. It is the prerogative of man; it is the color which love wears; and cheerfulness and joy—these three. It is the light in the window of the face, by which the heart signifies it is at home and waiting. A face that cannot smile is like a bud that cannot blossom, and dries up on the stalk. Laughter is day, and sobriety is night, and a smile is the twilight that hovers gently between both.”
—“Northern Lights.”

EATON Repair Men Help to Keep Up Home Front Efficiency!

The metal for that slick new electric washer or sewing machine you planned to buy is now being dropped on Dusseldorf or sinking a deadly Sub.

But behind many departments in the store stand expert repair services—who are keeping essential home equipment running efficiently.



A Corner of the Washing Machine Repair Room

At Left—"Water in the transmission," says Bert Canning, "caused by having water too high in the tub. Keep parts clean and oil often."

At Right—Wilf Moore is overhauling wringer gears. "Always wipe off rollers and remove the pressure when not in use," advises Wilf.

The repair room has facilities and parts for overhauling various models. Prolong the life of your washer by keeping it in good repair!

Lady Montgomery Poem

Lady Montgomery, mother of General Montgomery, has already won no little distinction as a speaker, both on the platform and on the air, in her numerous recent appearances. She has won another niche by the inscription she put in the visitors' book at the American Red Cross Club in Derry when she was a guest there recently. Asked to write something in the book, she inscribed these lines which she received in the vast pile of "fan mail" she has been getting since her famous son stepped into the news:

I'm the mother of the son who made Rommel run,
There's no personality left of my own;
As soon as the Battle of Egypt was won,
I became the mother of the son who made Rommel run.

More Power To You, Wool Gatherers!

At the outbreak of war in 1939, the Wool Gatherers' Club was organized by the girls of department 236 (fancy goods) for the purpose of knitting comforts for war victims. At present the membership is largely comprised of department 236 staff. A weekly collection of ten cents from each member buys wool or goes into donations for various war organizations.

In 1942 the club collected \$212.32. Out of this sum \$111.32 was used to purchase wool which was made up into socks, mitts, sweaters, afghans, babies' and children's garments. The remainder of the sum was divided into donations to the Aid to Russia, Milk for Britain and Bundles for Britain funds. Bundles for Britain received \$50.00 worth of children's garments.

We congratulate the Wool Gatherers' Club for its splendid contribution to the war effort. When news of such doings reach our ears we can only ask:

"How can we lose?"



EDMONTON — Those Brewster Boys

1. **David Ian**, 10 months,
3. **Charles Winfield**, 4 years,
4. **Robert Scott**, 6 years,
—Sons of Mr. Scott Brewster, display
department head, formerly of Winni-
peg store.
5. **Gary Walter**, son of Mr. W. D. Kern,
(E520).

MOOSE JAW

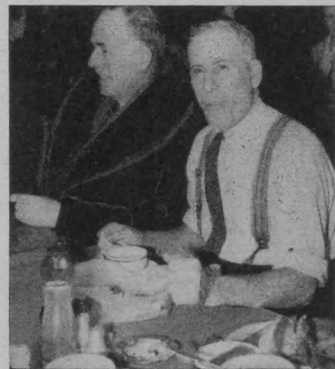
2. **Leslie Malcolm** is 3, and very proud of
sister **Judith Ann**, only 7 months old;
children of Mr. L. Valentine, head of
528 department.
6. **Linda Jean**, a Moose Jaw debutante of
12 months; daughter of Mr. A. Ham-
mond, head of general office.
9. **Garry Allen** is 4 months old; daddy is
Mr. Art Venables, head of foodateria.

PRINCE ALBERT

7. **Gary** is 2, and tops with his daddy, Mr.
Eddie Fribance, general office.
8. **Anita Louise**. This little lady with the
romantic-sounding name is 18 months,
daughter of Mr. Bill Gillingham, 528 de-
partment.

Twenty-Two

**Oh, Well, It's All a Matter
of Taste!**



You have probably seen these two mail order Eatonians lunching together in the employees' cafeteria lots of times. The gentleman on your left (let's call him Mr. "Winter") prefers to dine in his heavy fur overcoat. His friend (Mr. "Summer"), however, takes off overcoat, suit coat and vest—then, for greater comfort and enjoyment, rolls up his sleeves. Truly a study in contrast.

Anyway, while differing in the "ap-
proach," it is evident they agree on the
main idea—"it's a darn good meal!"

Nice To Hear From You, Prince Albert!

A Budget of News From Our
Newest "Baby"

"As everyone knows," writes our P.A. correspondent, Mr. C. F. Schurer, "Prince Albert branch store is the newest 'baby' in the Eaton western circuit, and the staff and management of the store now numbers fifty strong."

We were pleased recently to welcome Mr. Gilbert M. Eaton when he paid his first visit to Prince Albert. Mr. Eaton was accompanied by Mr. A. H. Young and Mr. H. Keough.

Red Cross—Staff and management 100 per cent behind this and previous drives. Not only have members of our staff undertaken direct work with the Red Cross, such as knitting, quilting, sewing, etc., but have arranged concerts, radio skits, etc., and in addition assisted in the window dressing of Red Cross propaganda throughout the city of Prince Albert.

Wedding—On the 12th of March, at Westminster Church in Saskatoon, Mabel Elizabeth Robb (Saskatoon merchandise office) to Sgt. Norval Armstrong (PNC. L. H. and P.). Happy landings to both Mabel and Norv. Sgt. Armstrong is with the R.C.A.F. A short honeymoon was spent at North Battleford, after which the groom returned to his post in Newfoundland.

"Russ" Shortridge, department head, PNC. 559 and 506. Many friends will be interested to hear that Russ has joined the Canadian Active Army. He joins as a humble private and as he says, "with my Eaton experience I should come back a field marshal." So here's hoping, Russ—all your friends and the Company are pulling for you. A staff farewell party was given in Russ' honour and a suitably inscribed identification wristband presented.

Benny Blackman and Phoebe Roberts. Of course everyone now knows that Benny (department PNC. 528) and Phoebe (Winnipeg B.P. office) are now "tied." Mr. and Mrs. Blackman spent some ten weeks back in Prince Albert, where Benny received some valued training with R.C.A.F. We

were sorry to see them go, but Mountain-view called Benny back to take a course as gun instructor. Good wishes from all to you both.

She Married a Navigator



Roses and a lovely smile conspire to make this a charming picture! The bride-elect was the drug department's stenographer, Miss Ainslie Mills. On Friday evening, March 19th, she was married to Sgt. Navigator Gordon Dingwall, R.C.A.F., the ceremony being held in the manse of Home Street United Church.

Before leaving, Miss Mills was presented with a gift of flatware from her admiring associates. Mr. Percy Blakeman did the honours.

Ramblers vs. Wildcats

The hardware department held a get-together in the form of a bowling competition at the Saratoga Alleys on Monday evening, March 15th. Mr. Cable's Ramblers took two games from Mr. Macnamara's Wildcats, while Ken Chalmer's Bears and Vic Johnson's Bombers won a game apiece. One of the highlights of the evening was the performance turned in by Miss Julie Makay, a beginner, who scored 200 on her first game.

The prize winners of the evening were: Lily Lindsay, Julie Makay, Mrs. Flo Mulholland, Phil Kohner, Tim O'Dell and Mr. Macnamara.

NO SCENTS

Skeptic Miss—"Can this coat be worn out in the rain without hurting it?"

Fur Salesman—"Lady, did you ever see a skunk carrying an umbrella?"



Good Luck, Sailor!

Roy Bader (draperies, mail order) was presented with a Ronson lighter on his leaving to join our fighting navy. We all wish him the best of luck and hope to have him back with us soon. Roy is seen fourth from left in front row, his desk appropriately decked for the occasion with nautical suggestions.

The Art of Getting Along

By Wilfred A. Peterson

Sooner or later a man, if he is wise, discovers that business life is a mixture of good days and bad, victory and defeat, give and take.

He learns that it doesn't pay to be a sensitive soul—that he should let some things go over his head like water off a duck's back.

He learns that he who loses his temper usually loses.

He learns that all men have burnt toast for breakfast now and then and that he shouldn't take the other fellow's grouch too seriously.

He learns that carrying a chip on his shoulder is the easiest way to get into a fight.

He learns that the quickest way to become unpopular is to carry tales and gossip about others.

He learns that it doesn't matter so much who gets the credit so long as the business shows a profit.

He comes to realize that the business could run along perfectly well without him.

He learns that most of the other fellows are as ambitious as he is, that they have brains that are as good or better, and that hard work and not cleverness is the secret of success.

He learns to sympathize with the youngster coming into the business, because he remembers how bewildered he was when he first started out.

He learns that no man ever got to first base alone and that it is only through co-operative effort that we move on to better things.

He learns that bosses are not monsters trying to get the last ounce of work out of him for the least amount of pay, but that they are usually fine men who have succeeded through hard work and who want to do the right thing.

He learns that the folks are not any harder to get along with in one place than another and that "getting along" depends about 98 per cent on his own behavior.

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Juvenile Department News

Our best wishes for success in her new position goes to Miss M. E. Lowe, R.N., who left on March 3rd to join the nursing staff of Deer Lodge Hospital. On the eve of her departure she was presented with a lovely handbag. Nurse Lowe will be missed both by the staff and patrons of the baby shop.

* * *

Kay Milner caused a bit of excitement on a recent Saturday morning when she arrived at work all aglow, a lovely diamond glittering on the "right" finger. The lucky man is Flying Officer Drew Lauder, R.C.A.F.

* * *

Another of our men has gone to war... Jimmy Lindsay left on March 9th and will soon be leaving for the Officers' Training School at Gordonhead, B.C. Before leaving, Jimmy was presented with a handsome Morocco utility case and our very best wishes.

* * *

Our sincere sympathy goes to Miss Zella Rathbone, whose mother passed away on Friday, March 5th.

OBITUARY

The many friends and business associates of Mr. Ken Barling, 2 department, extend their most sincere sympathy in the passing of his sister, Lila, on March 13th.

* * *

Sympathy of the printing department staff is extended to E. Greer (R.C.A.F.), whose sister passed away March 6th.

* * *

The deepest sympathy of his associates in 14 department and other friends in the store and mail order goes out to Mr. C. Goodman in the recent loss of his wife.

* * *

The heartfelt sympathy of friends and associates is extended to Mr. G. Graham, 162 department, and Mr. H. Graham, 214 department, whose father recently passed away.

Thain-Patterson

The marriage of Miss Nancy Patterson to Mr. William Thain was an event of Wednesday, March 10th.

A member of the men's hat and fur department, m.o., for fifteen years, on leaving, Miss Patterson was presented with a lovely table lamp and other gifts from her associates.

Mr. Thain is with McDonald Aircraft.



THIS WEEK'S ACES IN

Canadian Cross-Channel Sweepers



(Reproduced from the London Daily Sketch.)

"When these Canadian pilots take their latest Spitfires over occupied Europe," says the London Daily Sketch, "trains do not run to schedule, but German troops run for cover."

"In recent day sweeps their squadron has shot up land targets and shot down Luftwaffe opposition."

Sixth from the left in this row of featured Canadian aces is the city ad's Archie Gray.

Son of Arch. Gray, 132 department, Pilot Officer Gray went overseas as a sergeant pilot in January, 1942. He was commissioned shortly before this picture was taken for the London (Eng.) "Daily Sketch."

Only 18 years of age when he enlisted, Archie was the junior member of our city ad. staff. His quick smile and accommodating manner is doubtless making friends for this gallant 20-year-old ace just as it did when he was with us.

Happy landings, sir!

Minto Club to the Front Again

At their last meeting the members of the Minto Club decided to donate \$25.00 to the Russian relief fund and \$25.00 to the Red Cross drive. Great going, girls!



Toothache?

No, just a gum-chewing contest... and not a pretty sight when performed in public!



P/O Archie Gray, R.C.A.F.

The Merchant Seaman

Written by Calvin Loewen, who is now training in the Merchant Marine at Hubbards, Nova Scotia. Cal, who has recently been promoted to the rank of chief instructor, worked in department 229 for a few months before joining up. He wrote this poem while in Hubbards and sent it to his fiancée, Miss Norma Haines, mail order salesroom.

He doesn't wear a uniform
Of tailored navy blue,
He may never be too stylish . . .
But he's loyal, fine and true.
He's the stoutest, bravest fighter
That the world has ever seen,
He's the Ordinary Seaman
Of the Mercantile Marine.

He's the lad upon the tanker
With its precious load of oil,
He's the one who dares the raider
And the lurking submarine,
He's the Ordinary Seaman
Of the Mercantile Marine.

Let's give credit to our air force,
And our boys in khaki, too,
Let's give credit to our navy . . .
And wherever it is due;
But don't forget the vital cog
In Britain's war machine—
He's the Ordinary Seaman
Of the Mercantile Marine!



During the First Three Months of 1943 the Following Eleven Eatonians Celebrated Their Twenty-fifth Year of EATON Service and Are Now Members of the Quarter-Century Club

FEBRUARY

1. Miss Dorothy Bowery, fancy goods workroom—February 1st.
2. Mr. Frederick G. Horton, freight transport—February 2nd.
3. Mr. Albert E. Churches, elevators—February 4th.
4. Mr. Douglas J. Fergus, first assistant, insurance (fire and liability)—February 7th.
5. Miss Margaret Stewart, women's underwear—February 12th.
6. Miss Eva Hamilton, millinery department—February 14th.
7. Mr. Douglas Kinnear, ticket writing—February 18th.

MARCH

8. Mr. Ernest R. Tennant, group supervisor, printing and electrotyping—March 5th.
9. Mr. Robert McEachern, mail order packing—March 13th.

10. Mr. Louis H. Partridge, men's and boys' furnishings, mail order—March 13th.
11. Mr. James T. Smith, men's and boys' furnishings, mail order—March 13th.

Thirty Years With EATON'S

1913—1943

Four Eatonians attained that coveted thirty-year milestone with the Company during March and are now entitled to an extra week's vacation with pay each year. **Congratulations!**

Mr. Albert V. Langley, Saskatoon store, March 3rd.

Mrs. Clara Byrne, garments factory, March 15th.

Mr. Robert H. Gregory, men's furnishings, March 19th.

Mr. Robert N. Mitchell, drivers, March 29th.

Mr. E. R. Tennant, Printing Chief, Honoured

When Mr. E. R. Tennant came down to his office on Friday morning, March 5th, he found that gremlins had carefully removed from his desk all detail that usually awaits a busy printing executive. In its place was a lovely bouquet of roses. Mr. Tennant was then met by Miss P. Edwards and Mr. A. Mathieson, who, on behalf of the staff of department 1203, presented him with a beautiful leather-bound illuminated address containing all their signatures and expressing their thoughts in the following words:

***"To Mr. E. R. Tennant, Supervisor
of the T. Eaton Co. Printing Plant:***

"On this, the occasion of your quarter century with The T. Eaton Co. Limited as supervisor of the printing plant, we, the members of department 1203 staff, wish to congratulate you and tender this token of our respect and esteem.

"It is not the good fortune of every man to look down the corridor of the years and behold with satisfaction a quarter century of service with one department.

"Twenty-five years of devotion to duty and excellent administration throughout the turbulent periods of the past two decades have not been unnoticed nor unappreciated by us. We have always felt that the welfare of the staff was one of your chief thoughts, being apparent by many acts of kindness throughout the years.

"In tendering this evidence of our regard, it is the sincere desire of the undersigned that you may long enjoy your present good health and be able to continue as supervisor of this department for many years to come."

Ernest R. Tennant was born at Kouchibouguac, New Brunswick (try to sneeze that one!) and came west in 1903. He was appointed assistant manager of 1203 department in 1918, and in 1922 took over the management.

While always active in outdoor sports, Mr. Tennant's greatest interest has been church work. Associated with Grace United Church for over 40 years, he was superintendent of Grace Church Sunday school for 21 years. Married, he has two children, Eleanor at home, and Myles now at Kitchener, Ont.

14 Department's Quarter-Century Double Event

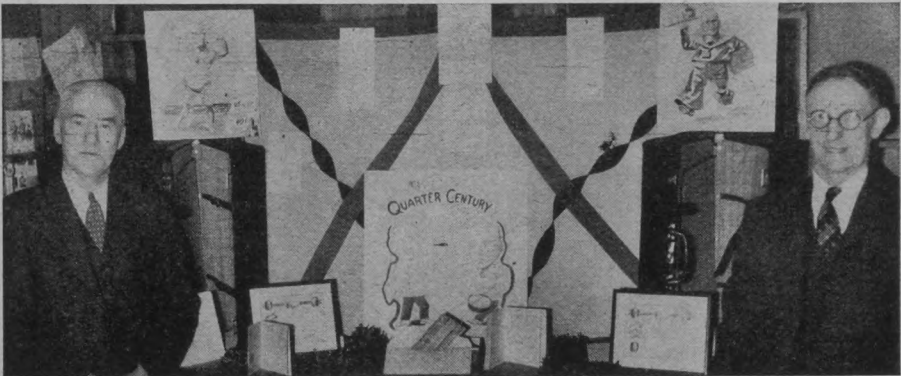
PARTRIDGE - SMITH

A rare event—twin Quarter-Centuryites in 14 department (men's furnishings M.O.). Mr. L. H. Partridge (Pat) and Mr. J. T. Smith (Tom) joined Eaton's on the same day, March 13th, 1918. "Pat," who is a man of Barrie, Ont., started in 14 department and is still carrying on. "Tom," who hails from Liverpool, England, has, with the exception of a short period in 214 department, been with 14 department during his entire service.

Mr. Orr presented the "twins" with Gladstone bags on behalf of the staff and congratulations were the order of the day from a host of friends.

Over 311 years of service are shared by the following veteran members of 14 department: Messrs. D. C. Walker, F. C. Game, W. Seal, 32 years each; W. Reed, 29 years; J. Orr, J. Patteson, 28 years each; F. Coulson, J. Bewick, 27 years each; C. Goodman, 26 years; J. T. Smith and L. H. Partridge, 25 years each.

A record to be proud of, gentlemen!



Mr. L. H. Partridge

Mr. J. T. Smith

Twenty-Seven

Triggerettes On Their Mark!

Rifle marksmanship has been a favourite sport of Eatonians for many years, and Eaton's Triggerettes have not been without honour. Organized in 1928 by Mr. Jack Stewart (154 A), they are an offspring of the original "She Bangs" composed of women sharpshooters.

Now a mixed club, the Triggerettes give the boys a break at showing us how to aim true. Mr. Jack Stewart was the first Triggerette president and has been our able supervisor at all times. Mr. Joe Chapman (222) has been coach with the club throughout its many seasons and is a valuable asset, for when Joe says "You are canting," it's time to straighten up! With his aid and Mr. Stewart's encouragement the Triggerettes were Manitoba champions in 1936.

Mr. Wm. Baker, now Inspector, British Admiralty, Chrysler Manufacturing Co., was one of the original captains at the inauguration of the club.

In the past fifteen years we have had other very capable presidents, such as Miss M. Begley (236), Miss Mardi Gale, now of Montreal, one of the club's best shots throughout her membership. This season we have Mr. Tom Dorian (127), who sets the best example both in shooting and in attendance.

While the world conditions of today have been a setback to us, we have been fortunate in securing a little inter-club competition, such as our meet with the Winnipeg Electric Rifle Club in January.

The cups are now being polished for their exchange of possession as our 1942-43 season draws to a close, and may the eye stay clear! A grand wind-up also is being planned, but some keen competition yet remains for the next few weeks.

Competition has been keener this season due to the kind presentations of Mr. and Mrs. Stewart in the form of a miniature rifle and wooden bird. The "A" class highest aggregate warrants the rifle, and "B" class the bird, and as one month is the limit for wearing the prize a number of keen shots have been acquired.



Top Row — (Left) Eagle-eyed Joe Chapman (222), coach, and Tom Dorian (127) 'scoping for bullseyes, while below the "bulls" are being scored (we hope!).

Second Row — On the Target (left to right) Edith Beckwith (208), Zella Rathbone (252), Jack Blythe (172), Tom Dorian (127).

Third Row — Refreshments Up! (left to right, standing) Hope Geddes, Bill King (212), Paddy Kincaid, Tom Dorian (127), Marj. Lynds, Zella Rathbone (252), Edith Beckwith (208), Mary Wellbanks (119), Marj. Ackland (252), Mrs. W. King. Seated — Joe Chapman (coach), Betty Duncan (204), Vice-President Charlie Chambers (265).

Fourth Row — On the Targets (left to right) Paddy Kincaid, Mrs. W. King, Betty Duncan (204), Mary Wellbanks (119).



"What a darling pair of shoes, Emily! You must tell me where you bought them!"

—(With acknowledgments to "Sparks," the Macy Magazine.)



Bowlers' Big Annual Dance

April 17th—Royal Alexandra Hotel



With only a few nights of bowling at time of writing (March 20th), all five-pinners of **Eaton's Mixed Bowling Club** are looking forward to the annual wind-up banquet and dance to complete the season. This grand affair will be presented on April 17th and arrangements are being made so everyone present will remember the occasion as one of the best ever!

The Crystal ballroom suite of the Royal Alexandra hotel has been placed at our disposal and Irvin Plumm's orchestra will furnish the music for the dinner and dance. Of course, your friends may come to the dance, and this memo is also extended to all members of **Eaton's** athletic groups. Yes, we are looking forward to donating the proceeds of the sale of dance tickets to some worthy war cause.

DON'T FORGET THE DAY AND DATE:
SATURDAY, APRIL 17TH
Place: ROYAL ALEXANDRA HOTEL

The Life Assurance competition is over and the proud winners were Mr. L. Hawksley, Misses E. Brown, P. Brownrigg, I. Crossan, D. Hawkins and Mr. J. Pilkington of Team No. 12. Congratulations!

The grand championship roll-offs are scheduled for Thursday, April 15th, at 8.45 p.m. at the Bowladrome alleys. The fol-

lowing teams have qualified for the first and second series:

- League 1—Skippers and Roughriders
- League 2—Scotties and Gliders
- League 3—Defiants and Doodits
- League 4—Jerks and Undies Club
- League 5—Lucky Strikes and Humbugs
- League 6—Cardinals and Pirates

Tuesday night's score sheets showed three high individual scores—**A. Wright, 819; J. Collett, 811; S. R. Gerrard, 805.** The last two players made a supreme effort to upset Art. Wright's record score. (Keep them hopping, Art.!)

That's all for now, gang.

Remember the Big Annual Dance

—which is the biggest and most eagerly awaited event of the **Eaton** athletic season. With so many of our members now in the fighting forces, we are counting on **YOU** to help put this great evening over!

Tickets available April 1st. Please get your supply then and commence selling. **Your Support Is Needed!**

"Orchids" To Leah Vincent!



When a service man or woman picks up a magazine in the United Services Centre and settles down for an enjoyable spell of reading, it's quite likely to be one of many magazine subscriptions secured for the Centre

through the efforts of **Miss Leah Vincent**, of our book and stationery department. Selling magazines is Miss Vincent's job and she knows them from cover to cover.

When wondering what she could do to help the boys and girls of the services, it was natural that magazines were her first thought. Going into action, Miss Vincent canvassed various clubs, teachers' organizations and sororities for subscriptions.

Result: Some fifty subscriptions for such popular magazines as "Reader's Digest," "Saturday Evening Post," "Collier's," etc., donated to the United Services Centre!

"Breezes From the Mountain Top" is the title given the following bits of philosophy by **Mr. Joe Mountain (213)**, who sent them to "Contacts":

- If you must "knock," kindly use a wool batt.
- Good deeds live! . . . So do bad.
- Don't lose your sense of humour!
You may be a bit of a flop—
But just jog along, singing a song,
And some day you'll land on top!
- Should anyone speak evil of you, then simply let your life so be that ultimately the lie is proven.

Sutherland Cops Curling Crown!



As we go to press there's just time to announce that Ken Sutherland and crew are the new Eaton curling champions. Sutherland captured the coveted McGee Memorial Trophy after a brilliant battle with President Earl Ramsay's rink, runners up and last year's champions.

Before "Contacts" is in your hands, the curlers' annual wind-up and presentation of prizes will have been held, of which details will be given in our next issue.

Runners-up — Earl Ramsay, skip; George Paull, 3rd; Ronnie Parker, 2nd; Stan Matthias, lead.

The Champions

Back row — Bob Thornhill (122) 2nd; Bob Williams (118), lead.

Front row — Ken Sutherland, skip; McGee Memorial Trophy, established by the late Col. Harry McGee; Johnny Johnson (18), 3rd.

"Fire and Grit"

Marked Curling Battle of Painters-Carpenters

After a very successful year of curling, departments 141, 142 and 243 had their wind-up on March 17th at the St. Vital curling rink. Skips Morrison, Blenkhorn and Stuart defeated Kooning, Milne and Halls in the afternoon, and then retired for a full course dinner and presentation of prizes. Following this, Jack Morrison led the boys in a sing-song.

The curlers take this opportunity of thanking all who were responsible for the entertainment, and look forward to another year of the "fire and grit" that went into this year's games. The boys put on some shows never before surpassed in the annals of paint shop and carpenter shop curling.

Airgraph Letter From Al. Palmarchuk, R.C.A. Overseas

To Employees of T. Eaton Co., Western Ltd., Lethbridge, Alberta.

Dear Friends: Today I received another 300 cigarettes from you, and I don't think I have to tell you once more how much I really appreciate them. It's really wonderful work you are doing for us boys, and I'm sure you won't regret it.

In a couple of weeks I expect to go on my third leave, and I assure you I'll have a good time. We look forward to them, and if somebody doesn't have a good time, well, there's really something wrong with him.

Thirty



London Leave

Sqdn. S.M. J. Roy Firth (jewellery), now overseas with the 18th Can. Arm. Car Regt., is seen feeding the pigeons at Trafalgar Square early in February. A scene that will bring back memories to many "old sweats" who did likewise when on leave in 1914-1918.

EATON Good Deed-ers Entertain CITIZENS OF THE FUTURE



Now that fathers and mothers are so busy with Red Cross, A.R.P. and other war work, there is great scope for such children's organizations as the **Eaton Good Deed Radio Club** with its guiding rule of:

"Do a good deed every day, never say an angry word nor be unkind and cruel—scatter seeds of happiness at home, at play, at school—and you'll find there's sunshine everywhere. Obey the Golden Rule!"

Pictured here are scenes from the club's closing broadcast for the current season. This broadcast was a "Theatre Party," held on Saturday morning, March 6th, at the Metropolitan Theatre, when some 2,000 boys and girls, members of the club, were guests of **The T. Eaton Company**.

Names of Performers

Top Row, left—Hawaiian guitar duet by Doreen and Eleanor Weber, 11 and 12 years old.

Top Row, right—12-year-old Gordon McBride with his euphonium, accompanied by his 10-year-old twin brothers, Jack and Jim, with their cornets. These clever young artists were taught by their father. This was the first time the boys had ever been to a picture show, and were they thrilled!

Second Row, left—Tap dancers Maud Young, Bernice Clay, Geraldine Owsner and Doreen Sales.

Second Row, right—"Veteran starlet" Gloria Jean Dalli, now five years old, who sang at her first Good Deed Theatre Party when she was three.

Lower picture is "the bald-headed row"—well, as you can see, they're nearly all boys in the front row.

The Good Deed Radio Club membership is now edging on the 7,000 mark.

During its four seasons of activity the club has recorded the names of some 26,000 good deed-ers—little ambassadors of good will!—citizens of the future! Truly, here is the very fountain of democracy!



Signs of Spring and Other Studies by Members of Red River Camera Club

"Contacts" front and back covers proudly display photographic gems achieved by members of the Red River Camera Club—that coterie of skilled amateur photographers within our ranks, some of whom have won prizes for their artistry.

Front Cover Design—A Scene in Assiniboine Park, by Mr. Andy Savage (154A).

Back Cover

Top Row (left)—Drifting Snows. Mr. A. Hewish (248).

Top Row (right)—Winter Silence. (You can almost feel the cold.) Mr. L. V. Salton.

Second Row (left)—Homestead Near Gonor, Man. Mr. D. Shores (137).

Second Row (right)—Harvest. Mr. Lorne Falardeau (222).

Third Row—Our Street. Mr. A. Hewish.

Fourth Row—Pussy Willows, and Seine River in Early Spring. Mr. P. F. Morgan.

Fourth Row (right)—Plum Blossoms. Mr. Andy Savage.

* * *

Gray Scales and How to Make Them was the subject of an address by Mr. Frank Sheppard, guest speaker at the regular monthly meeting of the Red River Camera Club held in the Antique Tea Rooms on March 15th. Winners in the March competition were: First, G. Johnson; second, V. L. Turner; third, A. P. Savage.

Mr. Dick Gives a Party

A delightful gesture was made by Mr. David Dick when, on Friday evening, March 5th, staffs of the carpet departments (city and mail order), workroom and economy home furnishings were guests of Mr. and Mrs. Dick at their home, 145 Montrose Street, to mark the occasion of Mr. Dick's retirement from active service with the Company. It was in this way he wished to say au revoir, not goodbye, to his staff, as he intends to remain in Winnipeg and promised to visit the department from time to time.

After dinner Mr. Dick thanked the staff for the easy chair which had been presented to him; then, after commenting on the happy associations he had had over a long period of service, Mr. Dick remarked that he had some "presenting" of his own to do. Speaking in a happy vein, he called on Miss Gladys McLean, Mrs. Collins, Miss May Parker, Mrs. Wedlake, Miss Marjorie Graham and Miss Elsie Watson to accept gifts on behalf of himself and

Mrs. Dick. Representing the salesmen, Mr. Dick White (having the longest service with the Company) was the recipient of a lovely framed scene in Cornwall, England.

THOMAS McCLELLAND PASSES

The sudden passing of Mr. Thomas McClelland (transportation and customs office) on Friday, March 26th, was a shock to his associates and legion of friends. "Mac" had been ill for the past two weeks, but latterly was thought to be improving.

Born in Scotland 63 years ago, Mr. McClelland started with Eaton's in the transportation office 31 years ago. A straight-shooting, conscientious Eatonian, he was also a true friend and generally popular both within our ranks and outside the store. He served with the Artillery in World War I and was a member of Valour Road Memorial branch of the Canadian Legion.

To his widow and small son is extended the deepest sympathy of all ranks.

AMATEUR PHOTOGRAPHERS!

Enter the 1943 COMPETITION for the
BEST PICTURES OF CHILDREN

(Under the auspices of the Red River Camera Club)

Three Prizes Will Be Awarded

Age Limit of Children, 5 Years

Prints Not Smaller Than 5x7 Inches and Mounted.

Competition Open to All Amateur Photographers Who Are
EATON Employees.

Entry Forms may be obtained at Camera Counter, Main Floor, Donald.

Closing Date May 3rd

Leave Entries for Competition at Camera Counter

WHY WOMEN BUY

First—A woman buys something because it will make her look thin.

Second—She buys it because her husband says she can't have it.

Third—She buys it because it's on sale.

Fourth—She buys it because it's from Paris.

Fifth—Because her neighbours can't afford it.

Sixth—Because she can't afford it.

Seventh—Because nobody has one.

Eighth—Because everybody has one.

Ninth—Because it's different.

Tenth—Just because.

—Condensed from "Canadian Business"

* * *

The things the "man in the street" is told to do nowadays must make him into a contortionist. He is told to keep his back to the wall and his ear to the ground. He must put his shoulder to the wheel and his nose to the grindstone. He is to keep a level head and both feet on the ground. He is exhorted to "go to it" and to "stay put."

If you can do all that you'll be a man, my son!

—"Key of the House," Selfridge's Ltd.

* * *

Said the sour old spinster: "All men aren't cast in the same mold. Some are moldier than others." —"Northern Lights"

Real intelligence is like a river: the deeper it is the less noise it makes.

—"Printing and Advertising"

* * *

A backwoods mountaineer found a mirror which a tourist had lost.

"Well, if it ain't my old dad," he said as he looked in the mirror. "I never knowed he had his pitcher took."

He took it home. That night, while he slept, his wife found the mirror.

"Hah!" she said, looking into it, "so that's the old hag he's been chasin' lately!"

—"Awning Art"

* * *

Small Daughter—"What is alimony, mother?"

Mother (former wife of insurance agent)—"Alimony is a man's cash surrender value, dear."

—"Legionary"

* * *

EVOLUTION OF THE AUTOMOBILE

1940—No running boards.

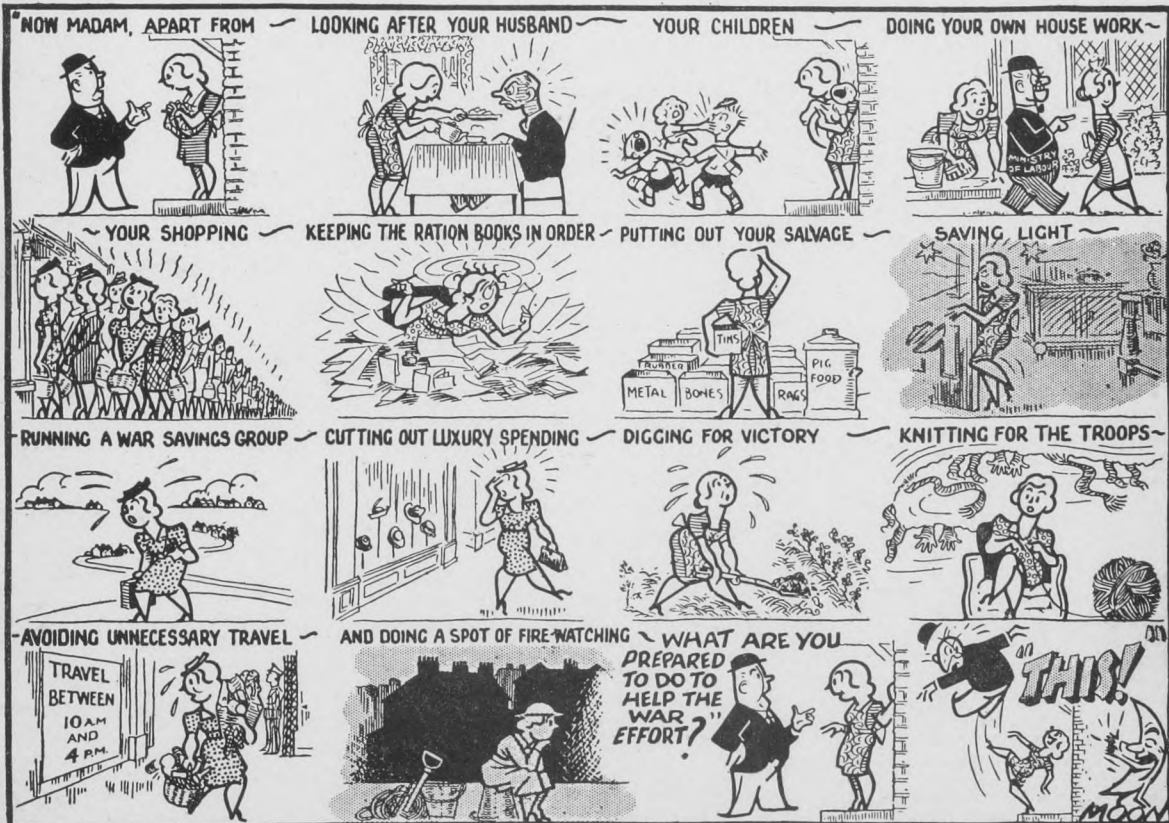
1941—No gear shifts.

1942—No car. —"Pittsburgh Press"

* * *

Tired, worn, discouraged, I leaned against the great Door of Opportunity—and, to my surprise, it opened wide. It was neither locked nor latched.

—"The Silent Partner"



—By courtesy of the "Sunday Dispatch," with acknowledgments to "Key of the House"

Signs of Spring ~ *and Other Studies by Members of the Red River Camera Club*



For description, see Page Thirty-Two